

End Notes

- (1) *Hearings*, Issue No. 24 (December 8, 1987) 24:8.
- (2) Advertising Standards Council, *The Canadian Code of Advertising Standards*, May 1986, p. 7.
- (3) *Hearings*, Issue No. 22 (November 17, 1987) 22:14.
- (4) *Supra*, note 1, 24:8.
- (5) Canadian Council of Better Business Bureaus, *Code of Advertising*, (1984) p. 3.
- (6) *Brief*, Canadian Direct Marketing Association, February 18, 1988, p. 9.
- (7) *Ibid.*, p. 8.
- (8) *Brief*, Canadian Council of Better Business Bureaus, January 21, 1988, p. 15.
- (9) *Hearings*, Issue No. 30 (February 25, 1988) 30:31.
- (10) *Brief*, Retail Council of Canada, December 1987, p. 6.
- (11) *Hearings*, Issue No. 26 (December 15, 1987) 26:5.
- (12) *Brief*, Grocery Products Manufacturers of Canada, p. 4.
- (13) *Supra*, note 10, p. 7.
- (14) *Hearings*, Issue No. 27 (January 21, 1988) 27:34.
- (15) *Hearings*, Issue No. 29 (February 23, 1988) 29:29.
- (16) *Supra*, note 1, 24:12.